

Prasar Bharati
(India's Public Service Broadcaster)
Directorate General: Doordarshan
Doordarshan Bhawan, New Delhi - 110001.

F. No. 01/04/2022-P1

Date : 09th September, 2022

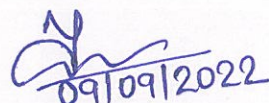
Subject : Invitation for comments - Draft Content Sourcing Policy - reg.

Draft Content Sourcing Policy has been enclosed herewith.

2. All stakeholders and Prasar Bharati Officers/employees can submit their comments and suggestions regarding Draft Content Sourcing Policy. Comments and Suggestions should reach within 15 days of placement of this letter on Prasar Bharati Website/Prasarnet/e-Office. Comments and suggestions should be sent to Email ID - policy1@gmail.com.

3. This issues with the approval of competent authority.

Enclosure : As Above



Jaya Jagriti
PEX(P&C), DG:DD

To,

1. DDG(Tech.), Prasar Bharati for uploading it on Prasarnet/e-Office.
2. Head, PBNS & DP for uploading it on Prasar Bharati Website.

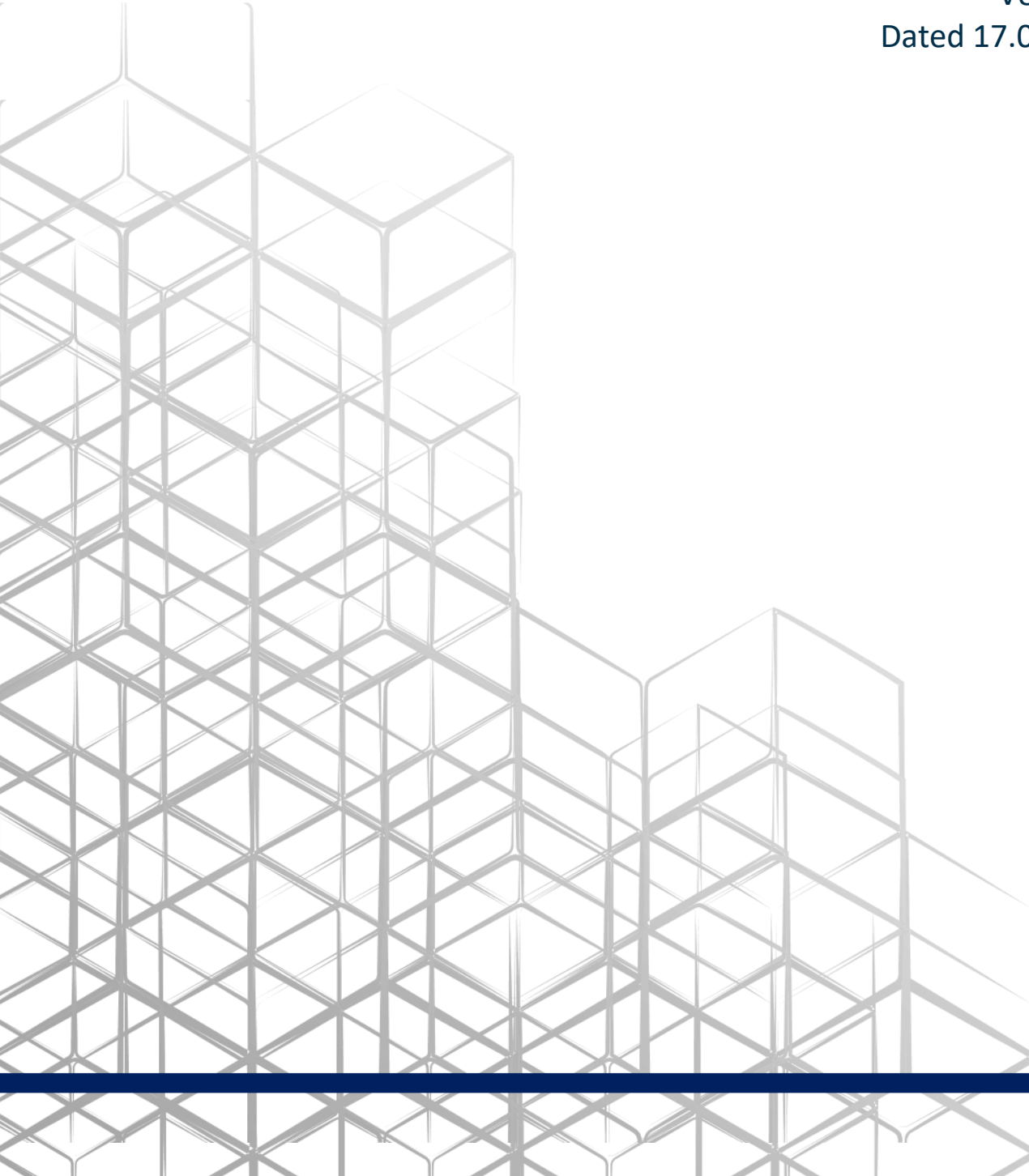
Copy to:

1. SO to CEO, Prasar Bharati
2. PPS to Member(Finance), Prasar Bharati
3. PPS to DG,DD/PPS to DG, DD News
4. PPS to DG,AIR/PPS to DG, NSD, AIR
5. DDG(P&C), DG:DD
6. DDG(Ops.), Prasar Bharati Secretariat



CONTENT SOURCING POLICY

Version 3
Dated 17.08.2022



Contents

1.	Content Sourcing	3
1.1	Sourcing Requisition and Approval	3
1.2	Process	4
1.3	Vendor on-boarding/ Agreement	4
1.4	Delivery of Content	4
2.	Sourcing through Licensing	4
2.1	Mode of sourcing	5
2.2	Sourcing Model	5
2.3	Criteria for Sourcing - Content.....	6
2.4	Nature of Rights	6
2.5	Eligibility Criteria – Rights Owner	7
2.6	Special Category	7
2.6.1	Sports Rights Acquisition	7
2.6.2	News Agencies Subscription	8
3.	Sourcing through Direct Assignment Process (DAP)	8
3.1	Content – Evaluation Methodology	8
3.2	Mode of sourcing	9
3.3	Sourcing Model	9
3.4	Two Stage Bidding System.....	10
3.4.1	General Eligibility Criteria	10
3.4.2	Scoring Matrix	11
3.5	Direct Assignment.....	11
3.5.1	Shortlisting Criteria – Production House	12
4.	Repeat order	12
5.	Method of Selection (Evaluation Methodology)	12
6.	Sourcing Mapping.....	13
7.	Sourcing Timelines.....	13
	Policy on Syndication and Monetization of Content	14
	Scope	14
	E-auction–Process & Terms	15
	Prospective Categories for E-auction	15
	Exemption	16
8.	Annexure 1	18
8.1	Process Flow	18
8.1.1	Sourcing Requisition and Approval	18
8.1.2	Sourcing Process	19
9.1.2	Vendor Onboarding.....	23

1. Content Sourcing

This **content sourcing policy** defines the processes, guidelines and framework that is required to be followed for the sourcing of the content through various models. All the processes, guidelines and framework defined in the **procurement policy “PP-1/101/Procu_Manual/2022”**, must be adhered to by all the departments in the purview of Prasar Bharti

The content shall be procured in line with the “Programme Code of Prasar Bharati”, notification No. 01/2022-Ops dated 18.05.2022

1.1 Sourcing Requisition and Approval

The **Head of Content Operations/Head of Programme** shall prepare and submit a sourcing requisition to the **central sourcing division** in a standard format (to be prepared). The sourcing requisition format should include the following details:

- Type of sourcing
 - Licencing
 - Direct assignment process
- **Nature of Rights:**
 - Single Broadcast, Single Channel
 - Single Broadcast, Multiple Channel
 - Multiple Broadcast, Single Channel
 - Multiple Broadcast, Multiple Channel
- Sourcing Model (Fees, Revenue Sharing, PPP etc) along with justification
- **Type of Content**
 - General Entertainment Audio Visual such as Movies, Documentaries, Daily Soaps etc.
 - Sports
 - Music
 - Sports
 - **News Agencies Subscription**
- Content Specification including details such as
 - Content Genre
 - Media Covered (Linear, OTT, Others)
 - Language
 - Duration
 - Subtitles, if any
 - Resolution
 - Sound Quality
 - Music
 - **Any other relevant details, as applicable**
- Background Music Rights, if applicable
- Delivery Timelines
- Estimated cost with detailed line items such as preproduction, cast, technicians, sound team, direction team, production team, costume team, equipment cost, choreography, music etc, wherever applicable
- Specialised expertise requirement, such as hiring of technical / management consultants (in-case required)
- Any potential risks and mitigation plan (if applicable)

- All content related sourcing will be governed by relevant Board approved policies for the same as per Prasar Bharati Act Section 12, Sub section 3 and clause (c).

1.2 Process

The process shall be initiated after approval of sourcing requisition by the designated authority(ies).

- The process shall vary based on sourcing through licencing or direct sourcing through assignment
- **Central Sourcing Division, a central entity, will be responsible for sourcing of any content.** Central Sourcing division will include the members from the content operations, programme team and sales team
- Central Sourcing division will shortlist the proposal based on the relevant criteria mentioned in this policy and submit the shortlisted proposal to Management team for final approval.

Notes:

- Designated Approval authority will be as per the “Prasar Bharti, Delegation of Financial Powers – 2022”
- **Procurement to be done primarily through the GEM portal/ CPP Portal/ PB’s Content Acquisition Portal or Direct Assignment.**
- **GeM portal will be preference for sourcing of any Audio/ Audio – Visual content up-to 300 seconds**

1.3 Vendor on-boarding/ Agreement

The vendor on-boarding shall be initiated after selection of the successful rights owner/ production house. Vendor on boarding will include the following major steps:

- Issuance of Letter of Acceptance
- Submission of performance bank guarantee by vendor, if required
- Signing of Contract Agreement, if required

1.4 Delivery of Content

- Rights owner/ Production house shall submit the content, finished in all respects to Prasar Bharati within the timeline provided in the agreement.
- The content shall be submitted by the rights owner/ production house as per technical specifications at its own expense. No such expense shall be reimbursable by Prasar Bharati.
- Authorized officer of content sourcing shall preview/ pre-screen the content in terms of requirement, quality, specifications etc. External subject matter experts may also be involved, if required.
- Preview/ pre-screening shall be done within the defined timelines, including the time required to carry out any changes or incorporation of recommendations by the rights owner/ production house
- Rights owner/ Production house shall carry out such changes and resubmit the content after carrying out desired changes. If the revised content submitted is not containing the necessary changes as mentioned in above clause, and requires further changes, a processing fee of **Rs XXX/** shall be charged for each preview.

2. Sourcing through Licensing

Prasar Bharati may procure audio/ audio visual readymade content from genuine rights owners, which inter-alia includes producers, production houses, broadcasters, and vendors for its various analogue & digital channels and platforms.

2.1 Mode of sourcing

Mode	Description
Direct Sourcing	<ul style="list-style-type: none"> To be utilized for the sourcing/ acquisition of rights of specific content such as rights of movies, songs, TV serials, Sports, news acquisition etc. Content shall be shortlisted based on criteria of sourcing and content evaluation methodology PB content acquisition portal may be utilized for the sourcing of content
Open Tender Enquiry (OTE)	<ul style="list-style-type: none"> To be used for any content sourcing other than direct sourcing/ sponsorship To be advertised on multiple channels such as GeM and/ or Central Public Procurement Portal (CPPP) and/or on PB e-portal, Content Acquisition portal (CAP) etc. PB may accept the bids submitted by bidder on portal such as CPP/ GeM/ Content Acquisition portal

Note:

- All proposals should be charged a one-time registration fee of ₹ 1,000 (non-refundable).**
- Opportunity cost shall be considered for calculation of any cost.**
- The Opportunity Cost to be defined in terms of number of proposals in hand and ground realities.**
- In case of Open Tender, processing fee of ₹ 10,000 to be charged from the rights owner**

2.2 Sourcing Model

Sourcing model will be finalized by the Management Committee. The production team shall provide the estimated cost based on different parameters as listed in the content evaluation methodology.

Mode	Description
License Fees	<ul style="list-style-type: none"> Defined duration <ul style="list-style-type: none"> Recommend appropriate fixed license fee based on criterion, modalities and parameters as mentioned in content evaluation methodology to be payable to rights owner PB will have the rights for the duration of the contract Permanent Acquisition <ul style="list-style-type: none"> Content rights may be acquired by the Prasar Bharati for the All rights will be with PB perpetually
Revenue Sharing/ Royalties	<ul style="list-style-type: none"> A revenue sharing model may be proposed in the ratio depending on the license fee and potential revenue. The ratio of revenue sharing for the proposals approved should be at least in the ratio of 30 (Prasar Bharati):70 (Vendor) which can be negotiated on case-to-case basis

Mode	Description
Sponsorship	<ul style="list-style-type: none"> The revenue sharing/ royalties’ model may be utilised for the acquiring of long-term license of content having high potential of revenue generation Revenue Sharing Guidelines published “_____” dated shall be applicable. A rights owner/ production house may broadcast their content on PB Network PB will charge the flat fee for the broadcast of content as per the rate card of the Prasar Bharati. Rights owner will get the free commercial time, rights owner may sell the commercial time on its own for the generation of revenue PB will have no rights for the content

Note:

- Any content rights mean linear streaming and OTT streaming rights unless specified.
- Sponsored Slots may be sourced by regional offices of PB, except for the sensitive subjects such as Political, Religious etc.

2.3 Criteria for Sourcing - Content

- The content shall be ready-made and available off-the-shelf
- The content shall be acquired directly from the genuine rights owner
- The content rights should be free from any dispute and encumbrances
- The content must not have been aired, either fully or partly, from any Free-to-Air (FTA) distribution platform (like “DD Free Dish”) in the territory of India through terrestrial, cable or Direct-to-Home mode during previous three calendar years
- “A” certified film is not eligible
- The content shall be suitable for family viewing and must provide engaging, healthy, purposive, and wholesome viewing experience, and shall be in accordance with the mandate given to Prasar Bharati as per section 12 of the Prasar Bharati (Broadcasting Corporation of India) Act, 1990
- The content shall be as per the technical specifications prescribed by Prasar Bharati from time to time
- The content shall be in conformity with Programme Code and Advertising Code of Prasar Bharati

2.4 Nature of Rights

- Prasar Bharati will acquire licenses from rights owners for multiple/single broadcast(s) of the content over its multiple/single channel(s) and platform(s) and for such period as specified in notification inviting proposals for acquisition of content, within the territory of India, subject to natural spill over of signals outside Indian territory for technological reasons as well as the following provisions:
 - Simultaneous broadcast through any combination of terrestrial, cable, Direct-to-Home, webcasting, web streaming including VoD or any other technological means shall be treated as single broadcast
 - Repeat broadcast during 24-hour transmission cycle shall not be treated as separate broadcast.
 - During the tenure of license for a term up to three years, the rights owner shall neither broadcast nor cause the content to be broadcast from any other FTA channel on any terrestrial, cable and DTH platform.

- Licenses granted for a period of more than three years shall be on completely exclusive broadcast basis within the territory of India.

2.5 Eligibility Criteria – Rights Owner

Criteria	Description
Rights Owner	<ul style="list-style-type: none"> ● Rights owner may be <ul style="list-style-type: none"> ○ Individuals ○ Sole proprietorships ○ Partnership Firms Registered under Indian Partnership Act, 1932 ○ Limited Liability Partnership firm (LLP) registered under limited liability partnership Act, 2008 ○ Companies, Corporations or institutions incorporated under Companies Act, 1956 and 2013 or under any central or state legislation
License	<ul style="list-style-type: none"> ● The rights owner should possess legally valid, undisputed, and unencumbered rights in the content being offered for licensing. ● Content license must not be under any legal disability in relation to entering into agreement with Prasar Bharati for grant of license on the terms and conditions agreed between the parties.
Financials	<ul style="list-style-type: none"> ● The rights owner should not owe any dues to Prasar Bharati in respect of its past business transactions. ● In case of any partnership firm or company, none of its partners, promoters, or directors, as the case may be, should either be a defaulter in his individual capacity or have had any past association with any defaulting partnership firm or company, as partner, promoter, or director, as applicable. ● A rights holder, who has any outstanding dues to Prasar Bharati, shall mandatorily disclose this aspect in his offer
Non – Blacklisting Certificate	<ul style="list-style-type: none"> ● The rights owner should not be under any subsisting debarment from doing business with Prasar Bharati, or any Ministry or Department of the Central or any State Government, or any statutory autonomous body, or any public sector undertaking, on account of any corrupt, unethical, or coercive business practice in the last three years. ● The rights owner who are charge sheeted in any criminal case are not eligible to apply ● Rights owner to submit the self-certification of the same
Consortium	<ul style="list-style-type: none"> ● A consortium in any form will not be eligible
Other	<ul style="list-style-type: none"> ● Serving employees of Prasar Bharati and their dependents will not be eligible to submit any offer for acquisition

2.6 Special Category

2.6.1 Sports Rights Acquisition

- PB may acquire the rights of the any sports such as Football, Cricket, Kabaddi etc.
- Sports rights owner have exclusive rights and sold by the rights owner through their own platform or process.

- PB may approach the rights owner for the sourcing of the rights of any sports event, a match (es) of any event etc.
- Pricing/ Sourcing Model, in general decided by the rights owner.
- Content Sourcing division will negotiate the prices and sourcing model with the rights owner
- PB may acquire the rights as per the terms and conditions of the right owner, if required
- Rights may be acquired perpetually or for the defined duration as per the requirement.

2.6.2 News Agencies Subscription

- PB may engage with the news agencies for regional, national, or international news.
- PB may directly source the content from the identified news agencies.
- Content Sourcing division shall approve the sourcing along with the cost of sourcing.

3. Sourcing through Direct Assignment Process (DAP)

Prasar Bharati may directly commission reputed Producers / Production houses, creative directors, with proven track record in specific genres, to produce programming of Strategic, National, Iconic significance, in addition to other modes of content acquisition.

3.1 Content – Evaluation Methodology

Criteria	Description
Target Audience	<ul style="list-style-type: none"> • Prasar Bharati shall define the target audience for the content such as region, age, gender etc.
Language	<ul style="list-style-type: none"> • Content language shall be in line with the target audience
Content Reviews	<ul style="list-style-type: none"> • Content reviews published on newspaper, magazines, websites, or any other credible source
Certificates received	<ul style="list-style-type: none"> • CBFC certificate, if applicable • Any other certificate
Awards Won	<ul style="list-style-type: none"> • Number of relevant awards won by the content nationally or internationally • Certificates of awards won
Viewership Data	<ul style="list-style-type: none"> • The viewership data, if available should be analysed to determine the licensing cost and potential revenue generation from the content, e.g. <ul style="list-style-type: none"> ○ Cumulative reach, ○ AMA's ○ Age and Gender Distribution • For movies, box office collections, ratings etc shall be also be considered • OTT platform data, if applicable
Cast	<ul style="list-style-type: none"> • The complete cast including artists, director, CGI team etc. of the content shall be considered for the quality of the content and for the estimation of the licensing cost
Technology/ Quality	<ul style="list-style-type: none"> • Content quality in terms of resolution, fps, sound etc.

Note:

- Prasar Bharati may define the minimum requirement for the content, the content licensing cost shall be determined based on the minimum requirement.

- Above mentioned content evaluation methodology may not be applicable for the special category sourcing i.e. Sports right acquisition and News Agencies Subscription

3.2 Mode of sourcing

Type	Description
Two Stage Bidding System	<ul style="list-style-type: none"> • RFI (Request for Information) will be published including the broad topics/subjects/themes of iconic/strategic/ national significance for direct assignment. • Inputs are gathered from the prospective bidders, based on input the concept would be finalised for the theme/ topics etc. • Based on the RFI, in the first stage an Expression of Interest (EOI) is issued, that would include the final concept note. The bidders are not required to submit the financial proposal at this stage. • In the second stage of the bidding process, the Request for Proposal (RFP) document will be published for the qualified bidders for submission of financial proposal • PB may accept the bids submitted by bidder on portal such as CPP/ GeM/ Content Acquisition portal
Direct Assignment	<ul style="list-style-type: none"> • To be utilized in the case of immediate requirement • Production houses should be approached with theme along with the technical requirements such as resolution, fps, sound quality etc. • At least 3 production houses shall be considered for the direct assignment. • All the details of the content sourcing to be advertised on the PB's Content Acquisition Portal • Content Acquisition portal may be utilised for submission of proposal from the identified production house/ Agency

3.3 Sourcing Model

The sourcing model shall be finalised by the management committee. The production team shall provide the cost estimates and sourcing model along with the justification of same.

Type	Description
Production Charges	<ul style="list-style-type: none"> • A production agency/ house will be appointed for the content production • Charges will be paid to the production house after the delivery of content. • All rights will be with PB perpetually
Revenue Sharing Model	<ul style="list-style-type: none"> • The production cost to be borne by the production house. • A revenue sharing model will be utilised, where Prasar Bharti will split the revenue generated on the content broadcasting in the network. • The ratio of revenue sharing for the proposals approved should be at least in the ratio of 30 (Prasar Bharati):70 (Vendor) which can be negotiated on case-to-case basis • Revenue Sharing Guidelines published “_____” dated shall be applicable. • Content Rights shall be with the production house

Type	Description
	<ul style="list-style-type: none"> Production house will not sell the content rights to any other network/channel for both linear as well as digital platforms during the contract duration with PB After completion of engagement, production house has to take approval from PB before selling the content rights.
Public Private Partnership (PPP) Model	<ul style="list-style-type: none"> Prasar Bharati will form a public private partnership agreement with a production house The cost of the production shall be split by both, Prasar Bharati and the Production house. In any case, the share of cost of production that is borne by PB shall not exceed by 50% of the total production cost. Content Rights: All rights within India will be with PB and outside India will be with production house

Note:

- All proposals should be charged a one-time registration fee of ₹ 1,000 (non-refundable).**
- Opportunity cost shall be considered for calculation of any cost.**
- The Opportunity Cost to be defined in terms of number of proposals in hand and ground realities.**
- Processing fee of ₹ 25,000 to be charged only for from the selected proposals**

3.4 Two Stage Bidding System

3.4.1 General Eligibility Criteria

Criteria	Description
Company Existence	<ul style="list-style-type: none"> Individuals Sole proprietorships Partnership Firms Registered under Indian Partnership Act, 1932 Limited Liability Partnership firm (LLP) registered under limited liability partnership Act, 2008 Companies, Corporations or institutions incorporated under Companies Act, 1956 and 2013 or under any central or state legislation for last 3 years
Annual Turnover/ Net Worth (CA certified documents) (Except the Covid FYs 2020-21 and 2021-22)	<ul style="list-style-type: none"> Average Annual turnover of 300% of estimated cost of the production cost in the last 03 financial years Or Cumulative Turnover of 900% of estimated cost of the production cost in the last 3 Years Or Average Annual Net Worth of minimum of 50% of estimated production cost of the project in the last 03 financial years
Net-Worth	<ul style="list-style-type: none"> Cumulative Net Worth of minimum of 150% of estimated cost of the project in the last 03 financial years
Work Experience (Self - certified with relevant documents)	<ul style="list-style-type: none"> One Similar work of minimum value of 80% of estimated cost of the project or Two Similar works of minimum value of 60% of the estimated cost of project or

Criteria	Description
	<ul style="list-style-type: none"> Three Similar works of minimum value of 40% of the estimated cost of project <p><i>Note: Similar works will be defined based on scope of the work. Similar works may be executed with any Central and State Government agency, PSUs, Private organizations.</i></p>
Non – Blacklisting Certificate	<ul style="list-style-type: none"> The bidder should not have been blacklisted /debarred by any Governmental / Non – Governmental Organisation in India as on bid submission date

3.4.2 Scoring Matrix

Sr. No	Criteria	Weightage	
	Sub-Criteria	Criteria Total	Sub Criteria
1	Production House/ Agency	30%	
	<ul style="list-style-type: none"> Number of years of experience in same Genre Timely Delivery of Project Financial Management Complaint Management 		10% 10% 5% 5%
2	Content	70%	
	<ul style="list-style-type: none"> Performance of Past Content <ul style="list-style-type: none"> Viewership Data Number of National Awards/ Critically Acclaimed Awards Any Complaints (Less no. of complaints more marks) Quality of Content in terms of Editing, Music, Direction etc. Proposed Team <ul style="list-style-type: none"> Artist Production Postproduction Technical Presentation/ Proof of Concept 	30% 30% 10%	5% 10% 5% 10% 10% 10% 10%

Note:

(i) Requisite changes in weightage of specific criteria/sub-criteria in the Scoring Matrix can be made with the approval of Competent Authority as per delegation of Financial Powers 2022 of PB

(ii) Notwithstanding anything above, in exceptional circumstances, the management committee can make a decision and get the sourcing proposal approved for content sourcing

3.5 Direct Assignment

PB may approach production houses directly for the immediate requirement to produce short videos/ Documentaries/ episodes etc.

- At least top 03 production houses in the similar genre shall be shortlisted

- Production house meeting the required specifications with the lowest cost (LCBS) shall be selected to produce the content

3.5.1 Shortlisting Criteria – Production House

The BARC data for the last three year shall be considered for the shortlisting of the production houses.

Criteria	Description
General Entertainment Channel	<ul style="list-style-type: none"> • Top 10 GEC Channels in terms of average Viewership, average cumulative reach in the last 3 years based on BARC data
Content	<ul style="list-style-type: none"> • Top 5 shows/ daily soaps/ documentaries/ short videos etc. shall be considered for the above-mentioned GEC in terms of AMA's, reach, viewership etc in the last 3 years based on BARC data • The shows/ daily soaps/ documentaries/ short videos etc. shall be of similar genre
Production House	<ul style="list-style-type: none"> • The production houses of the shortlisted shows/ documentaries / short videos etc shall be considered • A detailed requirement should be shared with the production house for their quotation. • A meeting can be held with all production houses for any clarification, if required

Note:

- A genre wise list of production houses may be prepared based on above mentioned criteria.
- The list may be approved by the management committee.
- Production houses of similar genre in the approved list may be approached directly.

4. Repeat order

Repeat orders for content can be awarded with the approval of designated approval authority, subject to following conditions:

- (i) Repeat Orders may be used only as a contingency and as an exception rather than practice
- (ii) Repeat order may be placed in-case of following circumstances:
 - a. In a case of emergency, the required content to be produced/ acquired from the same production house and the reason for such decision is to be recorded and approval of designated approval authority obtained
 - b. For standardisation of content to be compatible to the existing content (on the advice of a competent expert and approved by the designated approval authority), the required content is to be produced/ acquired only from the same production house
- (iii) Repeat order can be placed with the approval of the designated approval authority limited to, in total, 50% of the original order

5. Method of Selection (Evaluation Methodology)

Method of selection should be decided based on the expertise/ complexity of technical requirements/ repetitive sourcing etc.

Method	Description
Least Cost Based Selection (LCBS)	<ul style="list-style-type: none"> Bidder with lowest price bid that meets the eligibility criteria, technical and commercial requirements laid down in the tender document is declared as successful Bidder.
Quality and Cost Based Selection (QCBS)	<ul style="list-style-type: none"> Bidders are evaluated and scored based on the Technical and Financial Proposal submitted. Weightage is given to the Technical as well as Financial Score such as 70(Technical):30 (Financial). However, under exceptional circumstances the weightage may be reviewed with the approval of the Management Committee giving due justification for the same. Bidder with overall highest score is declared as successful bidder.

6. Sourcing Mapping

Type of Sourcing	Mode of Sourcing	Sourcing Through	Evaluation Methodology	Sourcing Model	Bidding System
Content Licensing – Specific	Quotation based or LTE	GeM/ CPP/ CAP	LCBS	Flat Licence Fees	Single Stage, Single Envelope
Content Licensing - Genre	Open Tender	GeM/ CPP/ CAP	QCBS	Revenue Sharing	Single Stage, Single Envelope
Content - Direct Assignment	Open Tender	GeM/ CPP/ CAP	QCBS	PPP/ Revenue Sharing/ Production Cost	Single Stage, Two Envelope or Two Stage
Content - Direct Assignment	Quotation Based	Direct/ CAP	LCBS	Revenue Sharing/ Production Cost	-

7. Sourcing Timelines

Sourcing Requisition		Sourcing Process and Bid Process Management (including Technical Presentation/ Interviews/ Proof of Concept (PoC)/ Demo)			Vendor Onboarding	Total Time (Weeks)
Submission	Approval	Quotation Based	Limited Tender Enquiry	Open Tender	Contract Signing	
TO	1 Week	2 Weeks	4 Weeks	6-8 Weeks	1 Week	4 - 10 Weeks

Policy on Syndication and Monetization of Content

To monetize archival and premium content of Doordarshan, All India Radio, new units of Prasar Bharati by syndicating Rights to third parties through an open transparent mechanism.

Prasar Bharati, the Public Service Broadcaster in its mandate has played a key role in modern times for preservation and promotion of Indian culture, history, and values. This has been the key factor in content creation since inception. Prasar Bharati has accumulated very rich and heritage content in its centralized repository at Archives as well as number of Stations, Kendras located in all corners of nation. News division of AIR & DD too have illustrious recording of many important milestones of development of India. The TV channels as well as the new channels on OTT are continuously looking for good saleable content. This has created a demand for programme content of Prasar Bharati in India and overseas for the purpose of broadcast as well as streaming on Digital Platforms. There is bright possibility for monetizing this content, which requires a proper and well-defined content syndication policy.

Scope

- The scope of syndication policy is to monetise the available content through e auction to third parties for both linear broadcasting (TV, Radio) as well as for on demand viewing/listening through internet-based platforms.
- The available content shall be curated into compelling catalogues for the purpose of syndication at a catalogue level.
- The mechanism for monetization shall be through an online e-auction.
- An online portal shall be created for managing the entire life cycle of the syndication from registration to grant of rights, payment, and content sharing.
- The e-auction shall be conducted through the designated third-party system of Prasar Bharati for such e-auctions.
- E-auctions may be held for the following categories of rights/combinations.
 - Global linear broadcast rights
 - Global on-demand rights
 - India linear broadcast rights
 - India on-demand rights

Rights	Market	Terms	Period
Linear Broadcast Rights	Global	Exclusive	1 yr/ Multiple year
		Non-Exclusive	
	India	Non-Exclusive	
On Demand Rights	Global	Exclusive	1 yr/ Multiple year
		Non-Exclusive	
	India	Exclusive	
		Non-Exclusive	

- Exclusive rights may be priced at a premium relative to non-exclusive rights, similarly longer-term syndication may be incentivized over shorter duration.
- Exclusive rights may be auctioned first before attempting auction of nonexclusive rights.
- Premium content may be auctioned only for a period of one year or less.
- Archival content may be auctioned for a minimum period of 5 years.

- After end of licensing period licensee shall not have any rights to own, share or use the licensed content in any form. He/she may need to participate in the e-auction process once again to obtain further rights after the licensing period.
- Content will be provided on 'as is' quality basis in industry standard digitized file formats via cloud or physical media.
- All further permissible enrichment of the content shall be the responsibility of the licensee.
 - Permissible enrichment.
 - Dubbing
 - Subtitling
 - Video Quality/Aspect Ratio enhancement
 - No alteration/modification or re-purposing of the content shall be permitted.

E-auction–Process & Terms

E-auction will be held for the prospective categories as detailed subsequently in this document. Detailed terms of auction and agreement shall be framed by designated committee similar to those of DD Free Dish Slot auction.

- After the successful conduct of e-auction, details of the winning bidders will be displayed on the DD/PB website.
- A letter of allotment will be issued by PB to the successful bidder with the category licensed along with the payment schedule and the draft Agreement to be signed between Prasar Bharati and bidder.
- Every successful bidder will sign an Agreement with Prasar Bharati in two original copies within 15 days of issue of Letter of Intent.
- Period of license will be for 01 year or as specified in the relevant category from the date on which content has been made available to the applicant.
- The successful bidder/applicant will be issued the content through cloud or digital media in a pre-approved format.
- Prasar Bharati Board reserves the right to suspend/cancel the agreement in case of violation of the terms of agreement and/or nonpayment of dues and also to review the auction policy/terms & conditions during the agreement period.

Prospective Categories for E-auction

The following Archival categories may be considered for cataloguing:

- DD Classics (popular)
- DD Contemporary (SFC + recently acquired perpetual content)
- DD Telefilms
- DD Documentaries
- DD Arts (Music, Dance and Drama)
- Radio Classics Hindustani
- Radio Classics Carnatic
- Radio Documentaries
- Radio Autobiographies
- Radio Drama Premium Categories may be syndicated on case-to-case basis.

8. Exemption

- Notwithstanding anything contained in these guidelines, Prasar Bharati may, with the prior approval of the management Committee, accept any proposal under this scheme in relaxation of any of the provisions of these guidelines. The reasons for the same shall be recorded in writing.
- Decisions of the Management Committee shall be placed before Prasar Bharati Board for ratification

9. Process Flow

9.1.1 General

- Sourcing Requisition along with relevant details to be submitted to central sourcing division by the Head of Content Operations/Head of Programme.
- Sourcing Division will share the details with Finance team and Sales team for the budget availability and estimated revenue potential respectively.
- Sourcing requisition will be forwarded to the designated approval authority for the approval of the same
- After approval, Central Sourcing division will be responsible for the content sourcing within the stipulated timelines
- A successful bidder will be identified after due diligence based on the criteria mentioned in this policy
- Content shall be delivered by the bidder within the stipulated timelines
- Pre-screening of content by the central sourcing division
- Bidder to carry out any changes or incorporation of recommendations, if applicable
- Content Sourcing division will hand over the content to the concerned department

9.1.2 Licencing

9.1.2.1 Direct Acquisition

- A notification will be published at Content Acquisition Portal/ Website for the acquisition of rights
- Prasar Bharati, on its initiative, may get in touch with the concerned rights owners and in case of such rights owners being interested, ask them to submit on-line formal offer in the prescribed format along with necessary documents at the content acquisition portal
- Central sourcing division will scrutinize the proposal in terms of the criteria mentioned in the notification for invitation of proposals
- If rights owner meet the criteria, Central sourcing division will negotiate the prices with the rights owner, if required
- Proposal will be submitted to Management committee for the approval
- After approval, Central sourcing division will oversee the delivery of content, pre-screening and handover of content to concerned department

9.1.2.2 Open Tender

- A notification will be published at Content Acquisition Portal/ Website/ GeM/ CPP portal along with details such as genre, slot duration, language, technical specifications, nature of rights to be acquired, and other information as considered relevant for the rights acquisition.

- In response to the notification, registered rights owners may submit their offers online in the prescribed format along with the required documents. Offers shall be uploaded on the specified web portal in the manner as provided in such notification.
- Central Sourcing Division will scrutinize the proposals in terms of the criteria mentioned in the notification for invitation of proposals
- Central sourcing division will shortlist the proposals
- Management Committee shall approve/ finalize the proposal for the content acquisition
- Central sourcing division to coordinate with the successful bidder for negotiation, onboarding, and content delivery

9.1.3 Direct Assignment

9.1.3.1 Open Tender

- A notification will be published at Content Acquisition Portal/ Website/ GeM/ CPP portal along with details such as genre, slot duration, language, technical specifications, nature of rights to be acquired, and other information as considered relevant for the rights acquisition.
- In response to the notification, registered production house/ agency may submit their offers online in the prescribed format along with the required documents. Offers shall be uploaded on the specified web portal in the manner as provided in such notification.
- Central Sourcing Division will scrutinize the proposals in terms of the criteria mentioned in the notification for invitation of proposals
- Central sourcing division will shortlist the proposals
- Management Committee shall approve/ finalize the proposal for the content acquisition
- Production House with the highest score shall be selected, in case other than highest score bidder selected, justification of the same should be provided.
- Central sourcing division to coordinate with the successful bidder for negotiation, onboarding, and content delivery

9.1.3.2 Direct Assignment

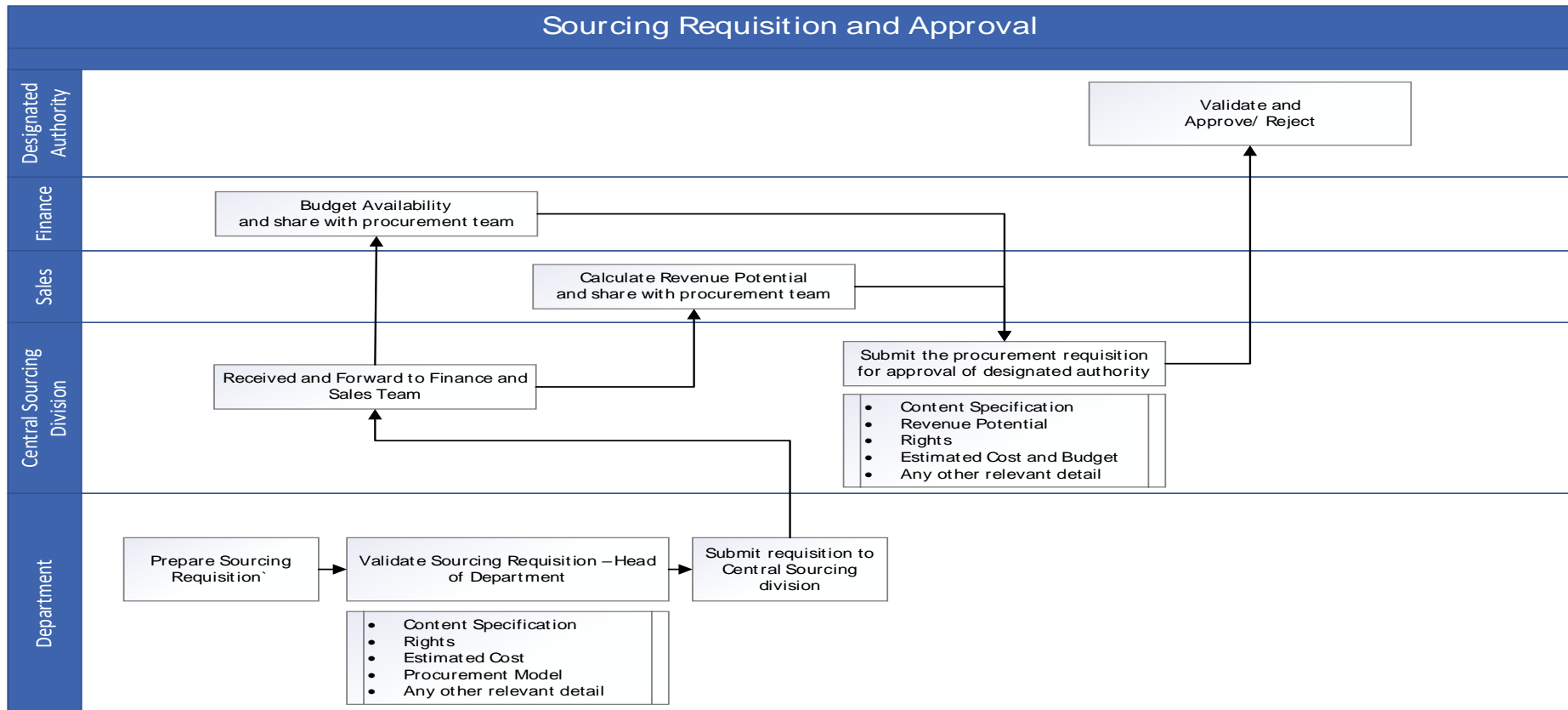
- A notification will be published at Content Acquisition Portal/ Website to produce programming of Strategic, National, Iconic significance, in addition to other modes of content acquisition
- Prasar Bharati, on its initiative, may get in touch with the shortlisted production houses/ agencies based on the criteria mentioned in the policy document and in case of production houses/ agencies being interested, ask them to submit on-line formal offer in the prescribed format along with necessary documents at the content acquisition portal
- Central sourcing division will scrutinize the proposal in terms of the criteria mentioned in the notification for invitation of proposals
- Proposal will be submitted to Management committee for the approval
- After approval, Central sourcing division will oversee the delivery of content, pre-screening and handover of content to concerned department

10. Annexure 1

10.1 Process Flow

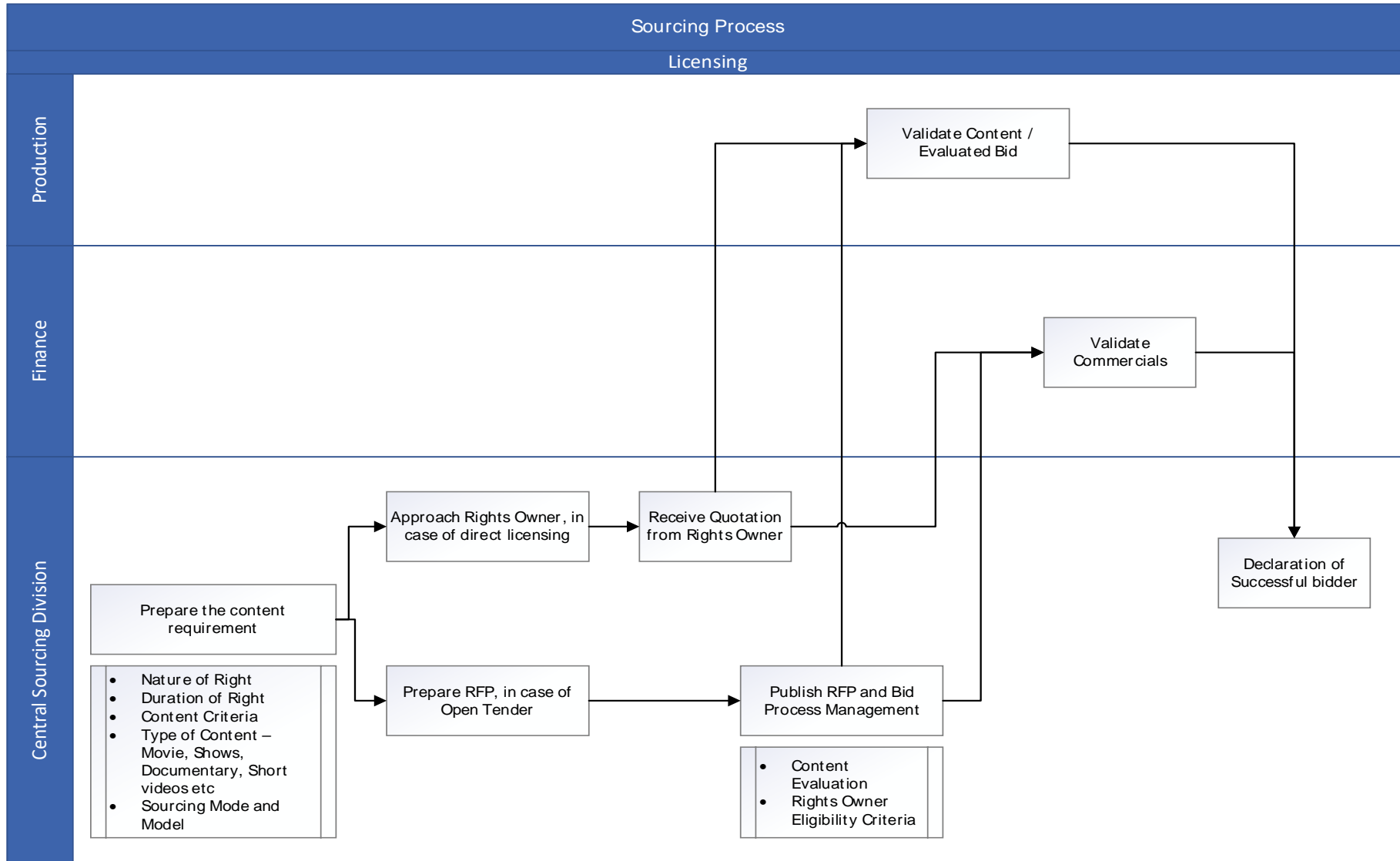
The general process flow for the different stages of sourcing is shown below:

10.1.1 Sourcing Requisition and Approval

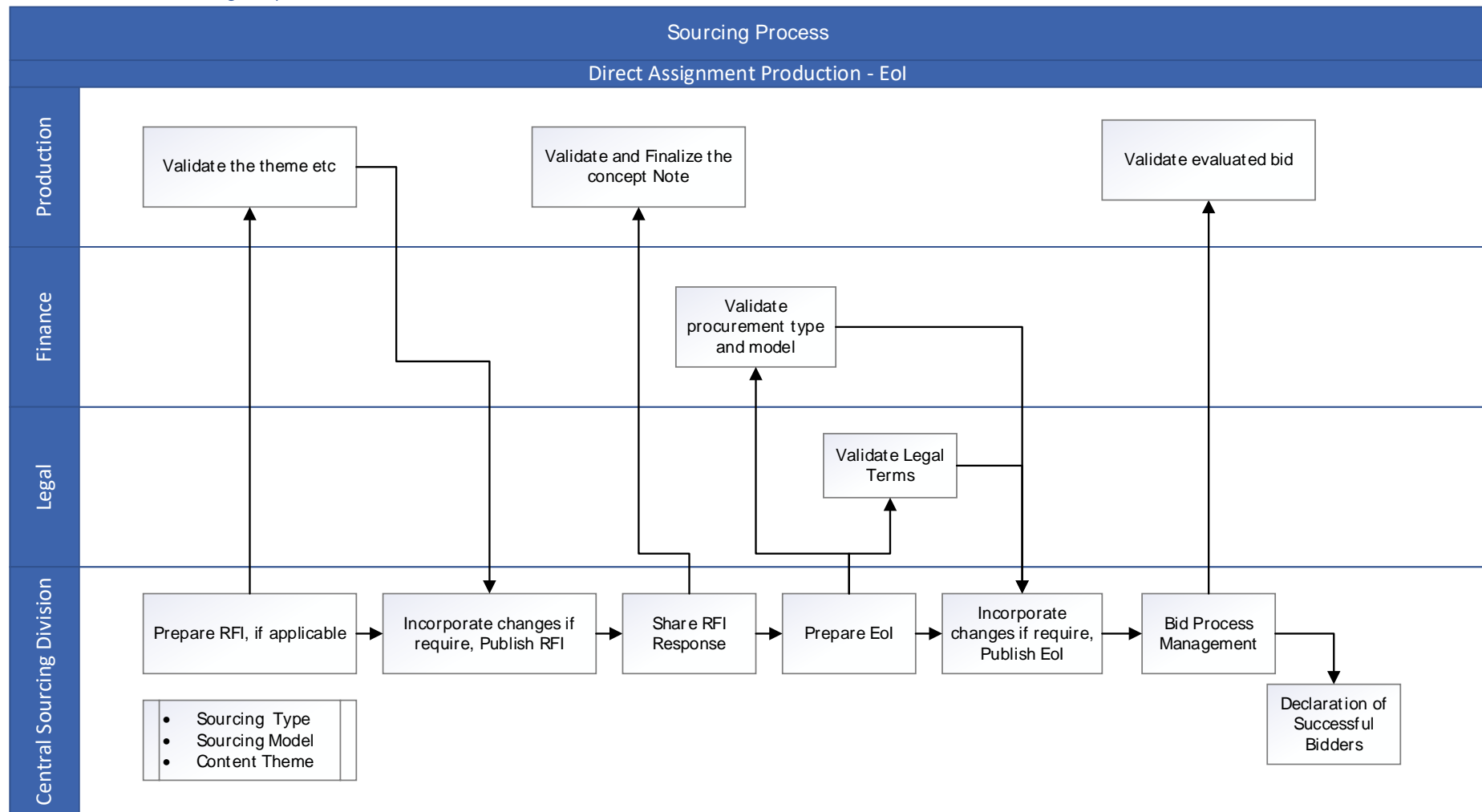


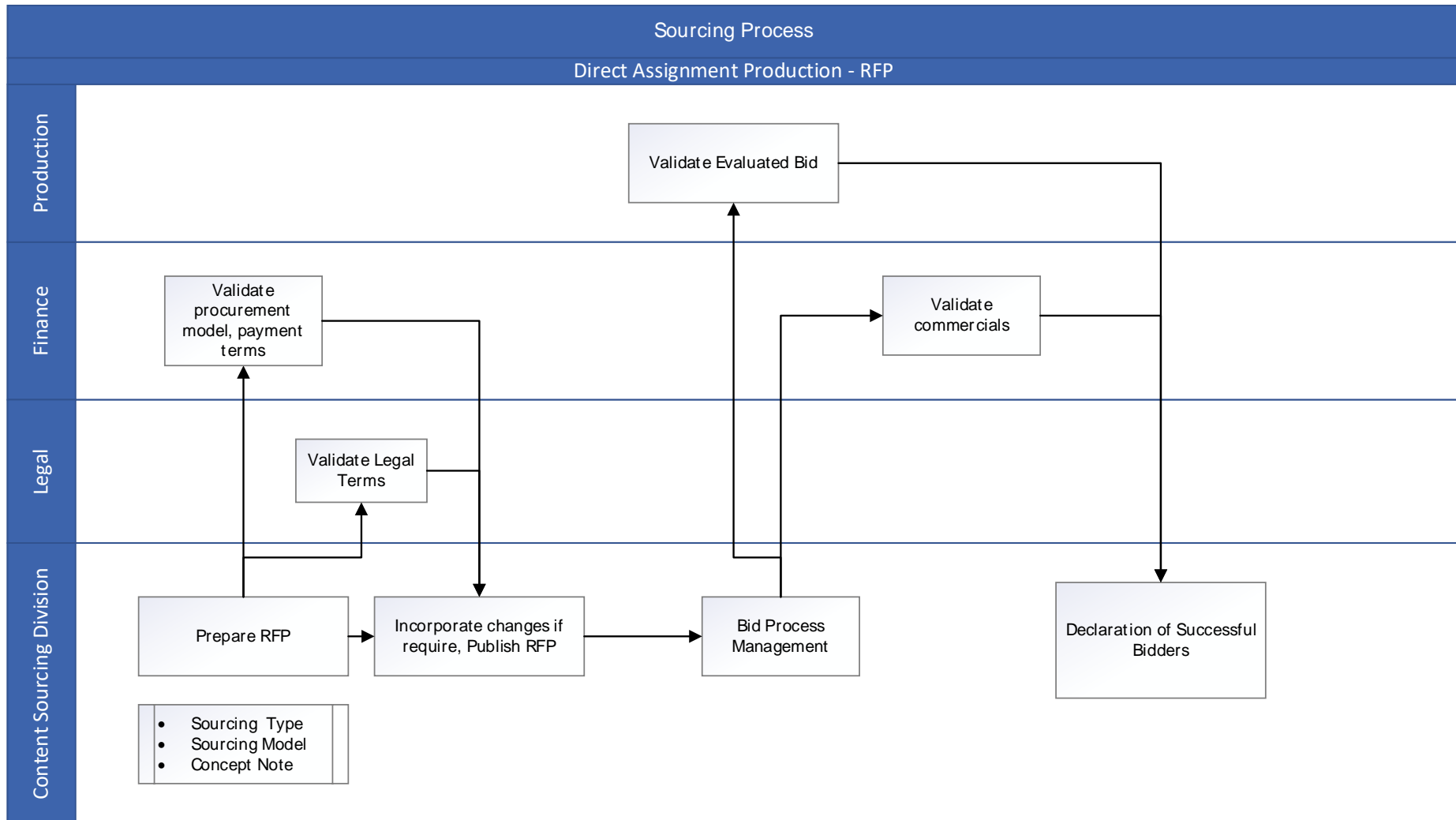
10.1.2 Sourcing Process

10.1.2.1 Licensing

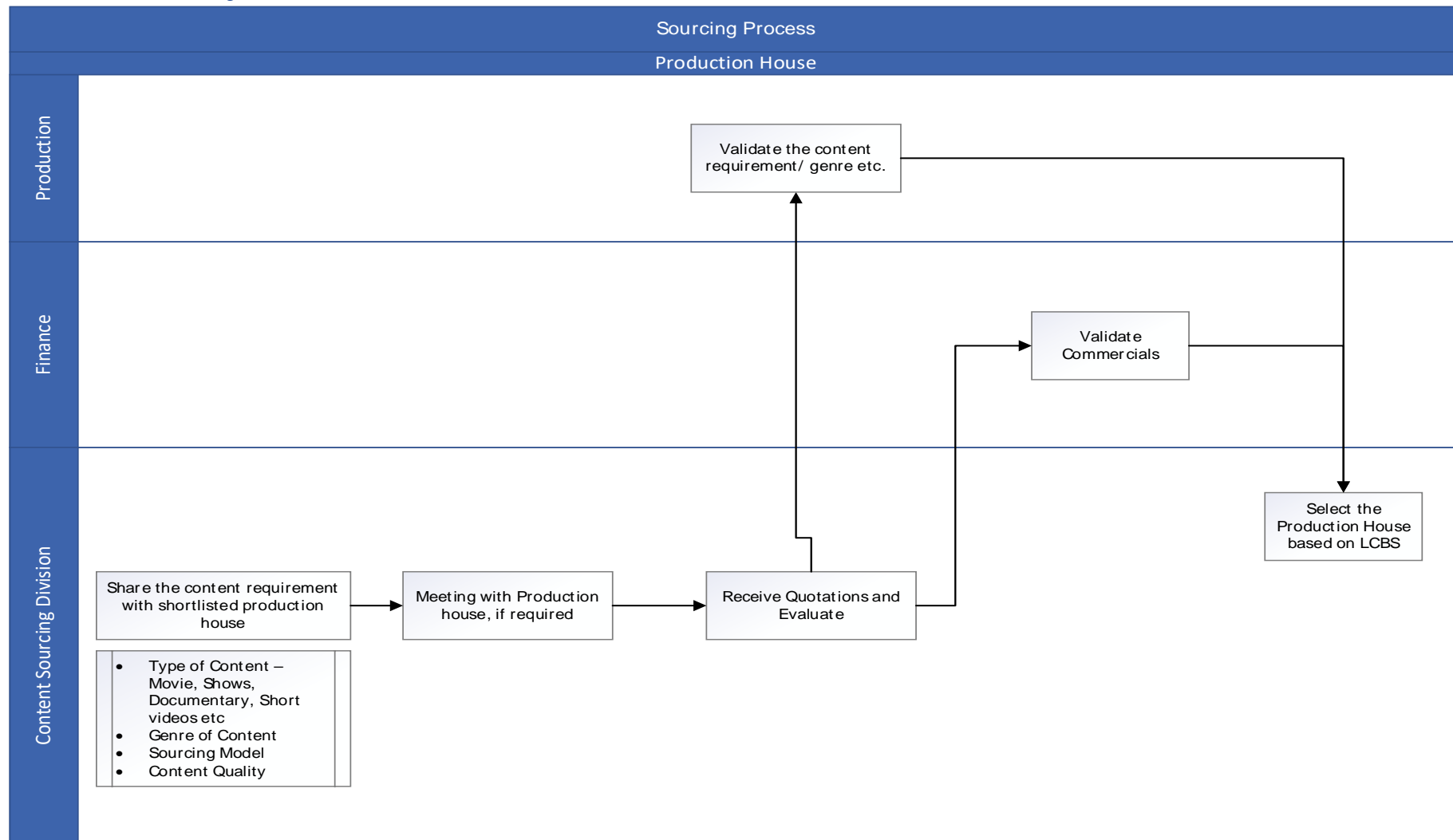


10.1.2.2 Direct Sourcing – Open Tender





10.1.2.3 Direct Sourcing – Production House



10.1.3 Vendor Onboarding

